Tactic: Doing research & polling for journalists

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Helping reporters by doing research

- One way to help a reporter is to do research on relevant topics for them
- Figure out what data you want to share with them
- **You can create a survey and show them the results (20-50 responses is enough)**
- Use SurveyMonkey, Google Surveys, or other tools
- **Ask for stories and feedback from people in your industry**
- You can use your research just to get their attention or you can include it in your pitch email as a way to be helpful